

11<sup>th</sup> UDAYA INTERNATIONAL ANNUAL SYMPOSIUM ON MANAGEMENT**THE EFFECT OF *GREEN PERCEIVED VALUE* AND *GREEN PERCEIVED RISK* TOWARD *GREEN PURCHASE INTENTION* THROUGH *GREEN TRUST*****Fran Sindu Vinta**Manajemen / Fakultas Bisnis dan Ekonomika, [cute\\_fransin@yahoo.co.id](mailto:cute_fransin@yahoo.co.id)**Dudi Anandya**Fakultas Bisnis dan Ekonomika Universitas Surabaya, [samkidud@gmail.com](mailto:samkidud@gmail.com)**Indarini**Fakultas Bisnis dan Ekonomika Universitas Surabaya, [indarini2003@yahoo.com](mailto:indarini2003@yahoo.com)

**Abstrak** – Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *green perceived value* dan *green perceived risk* terhadap *green purchase intention* melalui mediasi *green trust* AC low watt di Surabaya. Hasil penelitian ini menunjukkan adanya pengaruh *green perceived value* terhadap *green trust*, *green trust* terhadap *green purchase intention*, dan *green perceived value* terhadap *green purchase intention*. Sedangkan, pengaruh *green perceived risk* terhadap *green trust* dan *green perceived risk* terhadap *green purchase intention* AC low watt di Surabaya tidak terbukti.

**Kata Kunci:** *Green Perceived Value, Green Perceived Risk, Green Trust, Green Purchase Intention*

**Abstract** – This study aims to know and analyze the influence of *green perceived value* and *green perceived risk* on *green purchase intention* from mediation effect of *green trust* AC low watt in Surabaya. The results of this study shows the influence of *green perceived value* on *green trust*, *green trust* on *green purchase intention*, and *green perceived value* on *green purchase intention*. While the influence of *green perceived risk* on *green trust* and *green perceived risk* on *green purchase intention* rejected.

**Key Words:** *Green Perceived Value, Green Perceived Risk, Green Trust, Green Purchase Intention*

**INTRODUCTION**

Environmental damage has become a global problem, and Indonesia is also one of the countries that suffered from it. This damage in Indonesia has reached 40-50% of the total area. (<http://news.okezone.com/read/2012/09/06/340/685946/kerusakan-lingkungan-di-indonesia-capai-50> downloaded on 21 May 2013). One of the environmental damage that is being discussed is global warming or global warming. Global warming is increasing the average temperature at the earth's surface.

One of the main causes of global warming comes from the excessive use of electrical energy ([http://www.wwf.or.id/berita\\_fakta/blog/?uNewsID=24700](http://www.wwf.or.id/berita_fakta/blog/?uNewsID=24700) downloaded on May 22, 2013). Electricity becomes the main source to support all human activities, especially in the household, where many electronic device used. As tropical country one electronic device that need large power is air conditioner (AC). The use of AC contributed by 70% in households that can contribute to global warming (<http://techno.okezone.com/read/2011/01/01/324/409424/large>